



KNXV

ORDER

Flight Dates 03/21/12-04/02/12

**KNXV-TV
PHOENIX**

Contract / Revision 290461 /

Original Date / Revision
03/19/12 03/22/12

Advertiser Cardon / Republican / Senat

Agency Media Placement Technolog

Buying Contact

336 Commerce Street
Alexandria, VA 22314

Product

Wil Cardon For Senate 2012

Agency Com 15%

Billing Contact

PO Box 288
Alexandria, VA 22313

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Tanya Winscott %

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
March 2012	14	\$12,792.50	\$15,050.00	0.00	02/27/12	03/25/12	14	\$12,792.50	\$15,050.00
April 2012	8	\$6,417.50	\$7,550.00	0.00	03/26/12	04/02/12	8	\$6,417.50	\$7,550.00
Totals	22	\$19,210.00	\$22,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KNXV	03/21/12	03/23/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	--1-1--	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/19/12	03/25/12	--1-1--		2		\$175.00		0.00					
N 2	KNXV	03/28/12	03/30/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	--1-1--	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/26/12	04/01/12	--1-1--		2		\$175.00		0.00					



KNXV

Print Date: 03/22/12

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KNXV-TV PHOENIX

Contract / Revision **290461** Flight Dates **03/21/12-04/02/12**

Hiatus Dates

Original Date / Revision 03/19/12/ 03/22/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon For Senate 2012** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KNXV	03/21/12	03/23/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	--111--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/19/12	03/25/12	--111--			3			\$800.00		0.00			
N 4	KNXV	03/30/12	04/02/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	1---1--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/26/12	04/01/12	----1--			1			\$800.00		0.00			
Week:		04/02/12	04/08/12	1-----			1			\$800.00		0.00			
N 5	KNXV	03/21/12	03/23/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	--1-1--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/19/12	03/25/12	--1-1--			2			\$1,200.00		0.00			
N 6	KNXV	03/21/12	03/23/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	--111--	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/19/12	03/25/12	--111--			3			\$2,000.00		0.00			
N 7	KNXV	03/27/12	03/30/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-1--1--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/26/12	04/01/12	-1--1--			2			\$2,000.00		0.00			
N 8	KNXV	03/24/12	03/24/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/19/12	03/25/12	-----S-			1			\$1,500.00		0.00			
N 9	KNXV	03/21/12	03/23/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	--111--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/19/12	03/25/12	--111--			3			\$800.00		0.00			
N 10	KNXV	03/26/12	03/30/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	1---1--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/26/12	04/01/12	1---1--			2			\$800.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 22 \$22,600.00